



JAEIL CHO

UX, UI Designer / illustrator

Brand Statement

A Queens-based UX designer and illustrator. I am capable of bringing together a complex array of design elements and client feedback to create high quality, professional work. My goal is to continue to tackle bigger and more challenging projects in order to further my experiences and career.

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📄 www.jaeilcho.com

📷 @uiwithjaeil

Toolkit

- |                       |                    |
|-----------------------|--------------------|
| Adobe Creative Cloud: | Sketch             |
| Adobe Photoshop       | Principle          |
| Adobe Illustrator     | Invision           |
| Adobe InDesign        | Marvel             |
| Adobe After Effects   | Read HTML 5 & CSS3 |

Skillset

Research

- |                      |                        |
|----------------------|------------------------|
| Contextual Inquiry   | User Interviews        |
| Affinity Mapping     | Task flows             |
| Competitive Analysis | Heurisitic Evaluations |
| Sitemapping          | Persona Creation       |

Design

- |                     |                |
|---------------------|----------------|
| User Interface (UI) | Animation      |
| Rapid Prototyping   | Art Direction  |
| Wireframing         | Illustration   |
| Storyboarding       | Typography     |
| Web Design          | Brand Identity |

Education

General Assembly NY

Certificate in UX Design Immersive

Cornell University

Bachelors of Science in  
Industrial Labor Relations

Experience

Urban FT

UX, UI Designer2017 - current

UX, UI design for fintech company specializing in white-label finance app solutions for banks and credit unions

Assist in end-to-end part of the UX process, from guerrilla user-testing and SPRINT sessions to UI design and customized illustrations

Betta Bucha LLC

UX Client Consultant2017

UX consulting for startup specializing in locally-brewed kombucha drink

Complete re-haul of visuals, interface, and features with data analyzed through market research, user interviews and continuous iterations from user testings

Center for Employment Opportunities (CEO)

Graphic Designer2014 - 2016

Managed all design and marketing aspects of the non-profit with 200+employees

Created key print assets as annual reports, brochures, and budget prospectus and online assets as ads, banners and social media content.

Freelance

UX/UI, logo, illustration2013 - current

Clients

- |                          |                    |
|--------------------------|--------------------|
| Penguin Random House     | Cornell University |
| VOX Media - Bloody Elbow | Sherdog MMA        |
| Okayplayer               | Mochi Magazine     |